

THOMPSON HINTS TWO OTHERS WILL FOLLOW M'CALL

Remarks at Hearing Indicate Charges Against Wood and Williams.

SURPRISE EXPECTED IN SIGNAL CONTRACT

Lawyer Summoned to Throw Light on Subway Award Made to the Highest Bidder.

Commissioners Wood and Williams were questioned for several hours yesterday by the Thompson legislative committee regarding the installation of a signal system in the Fourth Avenue subway. The committee then subpoenaed Joseph S. Auerbach, the lawyer, to appear to-day and explain what he meant when he told the Public Service Commission that if the bids were reopened he would give some testimony which would startle the commission, and that, furthermore, he had two affidavits to stand on.

Mr. Auerbach was counsel for the Federal Signal Company, which, although the lowest bidder, did not get the contract, it going to the General Railway Signal Company, of Rochester. Commissioner Williams is the authority for Mr. Auerbach's statement, and he reiterated to the committee yesterday that he had heard Mr. Auerbach make it. The investigators expect sensational developments to follow Mr. Auerbach's testimony this morning as to the reasons which he believes prompted the turning down of the Federal company for a higher bidder.

Commissioner Wood occupied most of the day before the committee yesterday. After almost endless questioning Senator Thompson finally obtained from him the information that the Northwestern Construction Company, which he owned prior to becoming a commissioner, sold electrical fuses and connections to the various signal companies, and that he had visited the offices of these companies soliciting business. Among these companies was the General Railway Signal Company, of Rochester, of which Thomas Finucane, Democratic politician, is the head.

Voting on Signal Contract.
When the contract for the Fourth Avenue subway signal installation came before the commission, Wood testified, Commissioner Williams, Cram and himself voted for the General Railway Signal Company, while Commissioner McCall and Matthei voted for the Federal company.

"After you got on the commission did the question of these companies come up?" asked Senator Thompson. Wood answered in the affirmative. "And you asked Chairman McCall to assign you to the Fourth Avenue signal case?"

"I don't remember having asked Chairman McCall."

Wood then launched into a eulogy of

the Public Service Commission. He said the extraordinary service it rendered was unequalled anywhere on earth.

"Now tell us what the commission has ever done or is doing that is so extraordinary," Senator Thompson said. "Well, we're building subways."

"Anything else?"

"Coming down here to testify," Wood answered in a droll way that caused a laugh.

He declared that the testimony of Travis Whitney, secretary of the Public Service Commission, that he was a frequent visitor to the commission before his appointment, was untrue. He also branded as "mistaken" Mr. Whitney's testimony that he believed there was something wrong about the delay in the letting of the signal contract for the Centre Street subway loop.

"I answered all that in my brief to the Governor last spring," Wood declared.

"Well," said Senator Thompson, dryly, "I think you'll get a chance to answer it again."

Commissioner Williams was asked several questions about his connection with the law firm of Williams & Richardson, at 55 Liberty Street. Williams said he was no longer a member of the firm, although he maintained a room there for his library and other office furniture.

"I fixed up that room last spring," he said with a smile, "when it looked as though I was going to sever my connection with the commission."

This was when the original charges of the committee were pending before the Governor.

"Well, it is still fixed up so that you can get back into harness again without any trouble," Senator Thompson asked with a smile.

"Yes," answered Williams, also smiling.

Williams declared that he hadn't owned any public utility stock since the day Governor Flower died. He said that he had some United States Steel stock on margin, and then added rather dryly:

"You didn't have to use transfer stamps then?"

This quip at the expense of Commissioner Wood, who was sitting in the room, produced a hearty laugh. Williams said that the only stock he now owned outside of a small public utility company was livestock on his farm near Morrisstown, N. J.

Before the hearing came to a close Commissioner Wood told the committee that he would allow his accountant to examine his accounts with the Commercial Trust Company, in Jersey City.

The Thompson committee will go to Albany this afternoon to prepare for the McCall hearing to-morrow, unless Governor Whitman again postpones it. There was a report last night that the Governor would again delay the hearing until Monday.

BABY CASE STIRS ALTOONA
But Child Is Not Mentally Defective and Doctors Operate.

(By Telegraph to The Tribune.)

Altoona, Penn., Dec. 1.—A case in many respects similar to the Bollinger infant in Chicago, which created a nation-wide interest a week ago, is claiming the attention of Altoona physicians to-day.

The Altoona baby, however, will be saved if possible.

Like the Chicago child, the child was born to Mr. and Mrs. George E. Pleasant. The attending physicians saw that the little one was seriously deformed, but apparently not mentally defective. Had the child been born in a day or two, but an operation was performed immediately. The baby is club footed and affected by hydrocephalus.

The parents want the child to live, and have imported the doctors to do everything possible, but the physicians fear that its present abnormal condition will lead to other physical and mental troubles which will result fatally. The father is nineteen years old and the mother eighteen.

AD MEN LEARN WHAT IS WRONG IN ADVERTISING

S. H. Adams Tells National Association How Dishonest Methods Hurt.

CAUSE OF PUBLIC LOSING CONFIDENCE

Securing Customers by Fakes May Be Worst Thing for the Dealer, Says Kingsbury.

Dishonest advertising was attacked by the four speakers who addressed the Association of National Advertisers at its first public dinner, held at the Hotel Astor last night. The speakers were Harry Tripler, president of the association, which distributes more than \$50,000,000 of advertising annually; Edward M. Hurley, vice-chairman of the Federal Trade Commission; Samuel Hopkins Adams, of The New York Tribune; and N. C. Kingsbury, vice-president of the New York Telephone Company.

It was Mr. Kingsbury who discovered that Mercury was the first advertiser man, he having been employed by Venus to make known the loss of her handmaid Psyche, and also that the reward to any one who restored her would be seven sweet kisses from the lips of the lovely goddess herself.

The first speaker introduced by Mr. Tripler was Mr. Hurley. "Honesty in advertising is also an asset," said Mr. Hurley. "I am particularly pleased to see advertising men taking so decided a stand against dishonest advertising methods. It is one of the hopeful signs of the times also that the competition of the future is to be conducted upon a higher plane."

Watchword Is "Preparedness."
Mr. Hurley said that the watchword among American business men must be industrial preparedness. He warned exporters against assuming that the European war would insure them a permanent foreign market to be retained without an effort.

Mr. Adams was introduced with but few words, Mr. Tripler ending his introduction with the line: "You all know of the work which Mr. Adams has been doing on The New York Tribune."

"Something is wrong with advertising," said Mr. Adams. "All of us, I believe, agree that advertising as a general practice is not measuring up as high in pulling power per foot-pound of energy exerted as it should. The reason is that it has lost the confidence of the public. Lay before the average man—or, more important still, the average woman—the abstract idea of an advertisement, and what comes first into her mind? Well, perhaps it's a kodak, or Pears soap, or Heinz's 57 varieties, or the Ford car, all of which are good, perhaps. But more likely it's Peruna or the Hole-in-Your Pocket Oil Company, or P. T. Barnum's gynecist, or blessed memory. She is more likely to think of advertising in terms of Peruna than of pickles or paint or

any honest merchandise. Whose fault is that?

"Let us be frank with each other. It's partly yours and partly mine. Yours as representing businesses which advertise cheek by jowl with all manner of shady and crooked enterprises. Mine as representing the business of journalism, which, in general, accepts any and all advertising with only one question, 'Has it got the price?' Until we can stop associating with quacks and swindlers in paid print, the business will cling to all of us and to the business of advertising, in which all of us are interested. Let us face this fact squarely, gentlemen: No advertisement is judged by itself alone. It is judged by the company it keeps."

Tells of Suffering Clam.

This last took the fancy of the advertisers, who applauded it. Mr. Adams then illustrated with a story of a very good dinner which started with six rosy clams, one of which was suffering from a sort of senile deterioration—"the sort of thing that Sanatogen cures—in clams."

And when the laugh ended Mr. Adams told his hearers that the memory of that one clam would stick in the diner's mind when all else was forgotten.

"Apply that principle to the newspaper and the advertisement reader," continued Mr. Adams. "Here is a publication containing many legitimate ads, and we'll say, the boon to womanhood of that sainted lady, Lydia E. Pinkham. Now, I don't wish to say anything derogatory to a lady, particularly as dead a lady as Mrs. Pinkham, but in the advertising sense, Lydia is a bad clam."

"Every reader who has been swindled by her—and thousands who have not, but who recognize at sight the fake nature of the advertising—characterizes in his own mind the whole newspaper by that ad, and carries away an unfavorable impression of all advertising in that newspaper."

"That is why every decent, honorable advertiser has a legitimate grudge against the medium which pits his honest copy against the unfair competition of dishonest copy. For it is competition, and of the most damaging kind. Disabuse your minds of the pleasant notion that the only competition to be considered is in your own specific field. The universal enemy of honest advertising is the dishonest advertiser, and it matters not whether he baits his hook with cures, clothing or candy."

Plan He Favors.
Mr. Adams then related the manner in which the problem of dishonest advertising was handled by The Tribune.

And again he pleased his audience by telling them that he had a profound conviction that if the Association of National Advertisers should say to the newspapers and magazines:

"We will no longer endure to be forced into competition with dirt and deceit in your columns," there would follow a heart-searching and housecleaning in the business offices of newspaperdom such as American journalism has never known."

A recital of F. P. A.'s "The Double Standard," in which is introduced "editorial Dr. Jekyll" and "advertising Mr. Hyde," to satirize the honest editorial columns that appear in the same newspaper with dishonest advertising, took the house by storm—to borrow a line from the theatrical critic.

The double standard cannot indefinitely endure, and any man who tries it can in journalism," continued Mr. Adams. "Good goods cannot be sold consistently by bad advertising, nor can bad goods be sold forever by good advertising. The public is becoming intelligent on the subject of paid print, and public enlightenment means the finish of the faker. In the greatest book in the world, compiled by the greatest nation of traders and merchants in history, in writer P. T. Barnum's gynecist, on this subject: 'If a house be divided against itself that house cannot stand.'"

HIS OWN LAWYER, HE OUTWITS WIFE

Woman Admits She Won't Live with E. B. Parsons, and Loses Suit.

COURT WIPES OUT ALIMONY CLAIMS

"Never Loved Husband; I Hate Him!" Candid Plaintiff Tells Cross-Examining Defendant.

Bury the old rusty saw about a man having a fool for a client who acts as his own lawyer.

Take, for instance, the case of Ernest Bryham Parsons, who was secretary to the late Frederick Townsend Martin, and who is also an author, but not a lawyer. If he had been a lawyer perhaps he would not have been his own client. The truth is that he was a client because Mrs. Leona Parsons sued him for a separation. He acted as his own attorney because he could not afford to retain counsel.

And Mr. Parsons put the old proverb to shame by winning his case.

In an even tempered, impersonal way the suave litigant, whose aesthetic sense was outraged because there were no floral decorations in Ludlow Street jail, where he spent a few months for non-payment of alimony, questioned his wife in the Supreme Court yesterday.

Smilingly Mrs. Parsons had explained under direct examination that her marriage to Parsons was "more of a protectorate than a bond wedlock."

"Like a master in the legal profession Mr. Parsons proceeded to cross-examine."

"What is your name?" he asked. "Leona Parsons," replied the wife. "Where do you live?" Here was something the cross-examining husband was not so sure about.

"56 West Eleventh Street," said the witness.

Forgetting for the moment his impersonal role of lawyer and becoming client, Parsons asked, "Do you love me?"

"No, sir; I don't love my husband; I hate him."

"When did you cease to love him?" Counselor Parsons then heard from his client that his wife some time or other expressed her affection.

"I never loved him."

"Why did you marry him?" "Because I was all alone and wanted a protector," answered Mrs. Parsons, who, unable to longer indulge in the impersonal dialogue, added, in a very personal way, "And you, yes, you, offered to protect me; that's why."

"Are you willing to live with him now?" came back from the unperturbed husband.

"Not on your life," was the equally calm retort.

Then Justice Gavegan took a hand in the proceedings. He dismissed the suit of Mrs. Parsons.

"How about my paying alimony?" asked Mr. Parsons. He was assured that he need make no allowance to his irreconcilable wife, which was a great relief to the husband, for he didn't have it to pay anyway.

CLOSE CALL FOR UNCLE JOE

(By Telegraph to The Tribune.)
Chicago, Dec. 1.—"Look out, Uncle Joe!" Heeding the cry of warning shouted by a pedestrian who recognized him, Uncle Joe Cannon stopped in his tracks in front of a large limousine, in Jackson Boulevard, this morning. He had just left the Union League Club and headed diagonally across the street toward South Clark Street. The automobile swooped down upon the Representative while he stood irresolute, not knowing which way to jump. The driver threw on the brakes and then, seeing that he was too late, turned to the middle of the street, missing Uncle Joe by a hair.

For just a moment the ex-Speaker of the House looked at the auto which had come so near running him down, and then he turned and with a characteristic shrug of the shoulders continued on his way.

Mr. Cannon stopped here on his way to Washington. He said he favored a definite programme of national preparedness and would support the administration's foreign policies.



"Dine Here and the World Dines With You"

Dinner at Churchill's witnesses a picturesque scene of metropolitan life international in its interest and pleasure.

Here in an atmosphere sparkling in its gaiety, striking in its individuality, is to be seen an ensemble composed not only of New York's leading people but those from all the cities of America and of the world at large.

Truly, a well-known man remarked—"Dine at Churchill's and the world dines with you."

Aside from its atmosphere, Churchill's owes its unequalled popularity for Dinner to its famed cuisine in a la carte service—to its remarkable Special Dinner for \$1.25—to its inimitable Cabaret Unique.

Churchill's popularity for Supper is such that it is nightly thronged with New York's smart people.

Dancing on the main floor from nine o'clock.

Churchill's is also held in high favor for its Special Luncheon, 75c, served in the Ballroom with Dancing, and for its Afternoon Tea Dances.

CHURCHILL'S

"More than a Restaurant—A Broadway Institution"

BROADWAY AT FORTY-NINTH STREET



Christmas Gifts for Men at McCutcheon's

A Christmas present should be useful, but with a touch of quality or distinction that raises it above the ordinary.

At McCutcheon's there are thousands of daily necessities that are sufficiently superior in quality or unique in design to be available as gifts.

Handkerchiefs—as a rule a man probably buys ordinary, plain handkerchiefs of fair quality. Give him a few choice ones of good quality linen with his Initial or Monogram at 50c to \$1.00 each.

Bath Towels—an outfit of those big shaggy ones that a man loves the touch of after a bath, at \$6.00 per half dozen.

Haberdashery Department
In this department there are all kinds of potential gifts.

Silk and Imported Wool Dressing Gowns, at \$10.00 to \$35.

Velvet Smoking Jackets, Double faced cloth, at \$7.50, 10.00, 12.00 and 18.00.

Neckwear, of imported silk, 50c to \$3.50.

Socks, from 50c to \$2.50.

We earnestly request our patrons to make their Christmas purchases as early as possible.

Fifth Ave., 34th & 33d Streets

Most clothiers skate on pretty thin ice when it comes to youths' suits, sizes 32 to 35 chest.

Personally, we've never taken any stock in their theory that the demand is too small to warrant special models, etc.

Build up the demand is our idea.

Design youths' clothes that will make their own reputation.

What's the result? Every season we cut more, and this Fall again we're way ahead of the game.

Youths' suits cut from our brightest, handsomest fabrics, \$16 to \$32; youths' overcoats, \$18 to \$40.

P. S. Lots of slim men, not youths in years, wear these "youths' suits."

Sporting goods in all stores—skates, skating shoes, hockey sticks, pucks, mackinaws.

ROGERS PEET COMPANY
Broadway at 13th St. "The Four Corners"
Broadway at Warren Fifth Ave. at 41st St.

Churchill's
More than a Restaurant—A Broadway Institution
Broadway & 49th Street

CAFE BOULEVARD Broadway & 41st St. Lunch 50c.

SYMPHONY

Society of New York. WALTER DAMROSCH, Conductor. To-morrow (Friday) Aft. at 3. Next Sunday Aft. at 3.

BAUER
Soloist: HAROLD BAUER.
Berlioz—Wagner—Brahms.
Suits at Box Office, also Room 1202, Astorian Hall.
A POLISH HALL.
2nd Concert Tour. Evg. Dec. 7, at 8:15.

KNEISEL QUARTET
Arranging: JOSEF KNEISEL, Violoncello.
Heard at 11:50, Union Square, N. Y. 14th St. Room 2.
MATINEE (Friday) Aft. at 3. 2.30.
"PRINCESS GEORGES" with ANDREW MERRY.
Followed by Hungarian War Music.

"SON HOMME" with EDWARD HOBSON.
EDWARD HOBSON.
PUNCH & JUDY.
TREASURE ISLAND.
First Matinee To-morrow. Tel. Circle 1366.

BOSTON SYMPHONY ORCHESTRA

Dr. Karl Muck, Conductor. ALL SEATS SOLD FOR THE SEASON.

ORNSTEIN
Aston Hall, This Afternoon, at 3.

VITAGRAPH
Last Week THE BATTLE CRY OF PEACE.

Loew's American CRY at 8:15 and 10:15.
HARRY GREEN, "The Heroes." ALL SEATS RESERVED.
COLUMBIA.
Dance Friday, 2:15 & 8:15.
Hastings: Big Show. Prime.

By Permission of His Eminence Cardinal Farley MILITARY CONCERT

Conducted by John George Frank, Late with the Metropolitan Opera Co., who will lead his "Fanfare" of 60 musicians, augmented by a Drum, Fife and Bugle Corps, in National Marches, Anthems and Army Calls, with other appropriate Selections.

At CARNEGIE HALL
On December 15th, at 8:15 P. M.

For the benefit of the Cancer Homes for destitute cases in charge of the Servants of Relief for Incurable Cancer, St. Rose's Free Home, 71 Jackson St., New York, and Rosary Hill Home, Hawthorne, N. Y.

Tickets on Sale at the Box Office, Carnegie Hall.
Boxes, \$25.00 & \$15.00. Seats, \$1.50 & \$1.00.

GAIETY THEATRE, 44 St. Phone 219 BRYANT.
EVIS 8:15. MATS. WED. & SAT. 2:15.
POPULAR PRICE MATINEES WEDNESDAY.

"SADIE LOVE" SHOULD BE ONE OF THE BIGGEST HITS OF THE SEASON IN THE REALM OF FARCE.
—Charles Henry Melter, The American.

"SADIE LOVE" SEEMS A VERY MAS-TERPIECE. DELIGHTFULLY PLAYED.
—Alexander Woolcott, The Times.

"AS A DRAMATIZATION OF BOUDOIR 'SADIE LOVE' LEAVES NOTHING TO BE DESIRED."
—The Herald.

"AMUSING, TOUCHES THE BOILING POINT."
—Louis de Fox, World.

"UNDENIABLY FUNNY."
—Louis Sherwin, The Globe.

"SADIE LOVE IS DECIDEDLY FUNNY."
—Eve Telegram.

"IS ALWAYS WITTY... VERY AMUSING, PURE FARCE."
—The Press.

"AMUSING, A GREAT DEAL OF PLEASURE WAS AFFORDED BY THE ACTING."
—Chas. Darton, Eve World.

IT WOULD MAKE THE STATUE OF LIBERTY LAUGH

YVETTE GILBERT
Analyzed by TRIO DE LUTCE.
Eight Centuries of Song.
OTHER DEC. 10, 11, 12, AFTS.
DATES DEC. 12, 19, EVGS.
Admission on sale at 10c. Seats \$1.00.
Director: C. A. Ellis, Steiny Piano Used.

PADEREWSKI
Under the auspices of the Society for the Prevention of Blindness and Relief of Tuberculosis.
Tickets, \$1.00, 50c, 25c & 10c. Now on sale at Box Office, Carnegie Hall.
Director: C. A. Ellis, Steiny Piano Used.

AEOLIAN HALL, WED. AFT., DEC. 7, at 3.
RENO.
RECYCLING.
Directed by PERCY.
Management: Astoria Noyce, Steiny Piano.
AEOLIAN HALL To-morrow (Fri.) Evg. at 8:15.
Piano CHARLES COOPER.
Recital.
Tickets 50c to \$2. now at Box Office.

MAXINE ELLIOTT'S, EVIS 8:15. MATS. WED. & SAT. 2:15. LOU TELLEGEN 8:15. MATS. WED. & SAT. 2:15. SOTHERN DUNDREARY.

48TH ST. Theatre. Ev. 8:15. W. 8:20. 15c. MATINEE TO-DAY, 2:30.
THE ETHERAL MAGDALENE WITH JULIA ARTHUR.

COMEDY, EVIS 8:15. MATS. WED. & SAT. 2:15.
THE HOBBSON'S CHOICE.
PLAYHOUSE 48th St. Ev. 8:15. 15c. MATINEE TO-DAY, 2:30.

GRACE GEORGE IN THE LIARS
Ev. 8:15. W. 8:20. 15c. MATINEE TO-DAY, 2:30.
44TH ST. Theatre. Ev. 8:15. W. 8:20. 15c. MATINEE TO-DAY, 2:30.

THE UNCHASTED WOMAN
LYRIC THEATRE, 44 St. Ev. 8:15. W. 8:20. 15c. MATINEE TO-DAY, 2:30.

ABE AND MAWRUSS
A continuation of the story of POTASH AND PERLMUTTER.
SHUBERT, EVIS 8:15. MATS. WED. & SAT. 2:15.

ALONE AT LAST
CASINO, Evings 8:15. MATS. WED. & SAT. 2:15.
THE BLUE PARADISE with GEORGE LEAN.

MANHATTAN CUTLER
Ev. 8:15. W. 8:20. 15c. MATINEE TO-DAY, 2:30.

vs. ABERG TO A FINISH
AND 3 OTHER BIG MATCHES FRIDAY.

ZBYSKO TOFALOS
TO A FINISH AND SPECIAL MATCH.
BOTHNER vs. HEVONPAA TO A FINISH AND 3 OTHER BIG MATCHES.

METROPOLITAN OPERA
Tonight, Cavalleria Rusticana, Metropolitan.
Perini, Botte, De Luca, sold by Pagliaro, Caratti, Caruso, Amato, Cond. Bagnalloni.
Ev. 8:15. W. 8:20. 15c. MATINEE TO-DAY, 2:30.

THIRD BILTMORE
FRIDAY MORNING MUSICAL HOTEL BILTMORE.
TO-MORROW (Friday) MORNING AT 11.
MARGARET FRITZ.

JOVANNI MARTINELLI
Res. Seats \$3. Boxes \$15. Now on sale at Biltmore Box Office, Manager: R. E. Johnston, Knabe Piano.

ELMAN
Carnegie Hall, Sat. Aft., Dec. 11, at 2:30.
VIOLIN RECITAL. MISCHKA.
In aid of Jewish War Relief.
SEATS AT WOLFSOHN BUREAU.
Carnegie Hall, Sat. Aft., Dec. 11, at 2:30.

KREISLER
Carnegie Hall, Sunday Aft., Dec. 12, at 2:30.
Tickets, 50c to \$2. Now on sale at Box Office.

PRINCESS 39th St. Ev. 8:15. W. 8:20. 15c. MATINEE TO-DAY, 2:30.
THE UNBORN.
Payer.

SEYMOUR BULKLEY
Management: Wolfsohn Bureau.